



**FOR IMMEDIATE RELEASE**

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE  
PSP® (PLAYSTATION®PORTABLE) BUNDLE PACK FEATURING  
ONE PIECE ROMANCE DAWN BOUKENNOYOAKE**

*Available on December 20, 2012, at a Recommended Retail Price of 19,780 yen (including tax), Special PSP® and One Piece Romance Dawn Boukennoyoake Comes in One Box*

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**Tokyo, October 9, 2012** – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced that a “PSP® (PlayStation®Portable) ONE PIECE ROMANCE DAWN BOUKENNOYOAKE” bundle pack will be available on December 20, 2012. The bundle pack will include the PSP® system and the ONE PIECE ROMANCE DAWN BOUKENNOYOAKE software title for PSP® and will be a limited offer at a recommended retail price of 19,780 yen (including tax).

ONE PIECE ROMANCE DAWN BOUKENNOYOAKE from NAMCO BANDAI Games Inc. is the first title for PSP® in the ONE PIECE software title series, and it will be a great role-playing game of a pirate world which users can relive the tale of epic adventure and growth of Luffy, the main character of ONE PIECE. The PSP® system, bundled with the ONE PIECE ROMANCE DAWN BOUKENNOYOAKE software title, comes in a special stylish design depicting the straw hat pirates’ flag as well as the symbol marks of precious friends who Luffy has met during his adventure. Furthermore, the marine chart that represent the epic adventures of ONE PIECE is printed on the back of the PSP® system, and Chopper is featured on the upper side of the system as an accent.

This bundle pack will come with the product code to download the ONE PIECE ROMANCE DAWN BOUKENNOYOAKE original ten custom themes, including nine custom themes of “Straw Hat Pirates” which are only available for the first edition of the software and one custom theme designed specifically for this bundle pack, through PlayStation®Store.

SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE PSP® (PLAYSTATION®PORTABLE) BUNDLE PACK FEATURING ONE PIECE ROMANCE DAWN BOUKENNOYOAKE

With the “PSP® (PlayStation®Portable) ONE PIECE ROMANCE DAWN BOUKENNOYOAKE” bundle pack, SCEJ will offer chance for more users to touch the world of the ONE PIECE ROMANCE DAWN BOUKENNOYOAKE which is expected to smash the market for this holiday season, and continues to further accelerate expansion of the PSP® platform.

**<“PSP® (PlayStation®Portable) ONE PIECE ROMANCE DAWN BOUKENNOYOAKE” bundle pack outline>**

Product name	“PSP® (PlayStation®Portable) ONE PIECE ROMANCE DAWN BOUKENNOYOAKE” bundle pack limited edition
Product code	PSPJ-30028
Release date	December 20, 2012
Recommended Retail Price	19,780 yen (including tax)
Included	<ul style="list-style-type: none"> <li>•PSP® (PlayStation®Portable) (PSP-3000) with a ONE PIECE ROMANCE DAWN BOUKENNOYOAKE special design x 1</li> <li>•ONE PIECE ROMANCE DAWN BOUKENNOYOAKE x 1</li> <li>•Original custom theme (designed specifically for the bundle pack) x 1</li> <li>•Original custom theme x 9</li> <li>•Original marine chart</li> <li>•AC adaptor x 1</li> <li>•Power cord x 1</li> <li>• Battery pack (1200mAh) x 1</li> </ul>

**<ONE PIECE ROMANCE DAWN BOUKENNOYOAKE Product Outline>**

Title	ONE PIECE ROMANCE DAWN BOUKENNOYOAKE
Genre	RPG
Release date	December 20, 2012
Recommended Retail Price	5,980 yen (including tax)
CERO rating	To be rated
Publisher	NAMCO BANDAI Games Inc.
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**About Sony Computer Entertainment Japan**

Sony Computer Entertainment Japan (SCEJ), a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation®3 computer entertainment system, the PlayStation®2 computer entertainment system, the PlayStation®Portable handheld entertainment system and the PlayStation®Vita portable entertainment system. SCEJ also develops, publishes, markets and distributes software, and manages the third party licensing program for these platforms.

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